

# Cheryl M Reynolds, MFA

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Art and Design are my passion. The thought process involved in meeting with clients, and ideation through completion. I appreciate the art of concepts, paying attention to detail, and playing well with others. My choice to obtain a MFA in Art Direction with a storyboarding niche, was a chance to show my abilities in drawing, design, and storytelling. All of these facets help me drive companies to reach their highest heights in clearly articulating design concepts and turning them into proofed, production ready files. I appreciate your time and attention. Thank you!

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## Professional Experience

Restoration Hardware  
Sales Leader

Customer facing key holder, sales, marketing, and store design.

Freelance  
*Ah! Art*  
*President*

Multiple disciplines of graphic design and production for clients. Most recently the Builders Industry Association of Northern Kentucky and Totes. Earlier in my career, among working with other agencies, Tavener and Chisano began a sports magazine from concept through completion.

Graphic Designer - Catalog  
*Cinmar/Frontgate*

Collaborated between merchants, art directors and copywriters to produce high quality print catalogs, retail signage, and campaigns. I instituted organization and attention to detail in this high paced environment for a smooth transition to the printing process.

*Freelance Set, Prop,  
and Tarp Design*

Conceptualized large format design with directors to achieve an artistic representation of music, marching, and choreography for a stadium in fall and a gym floor in winter with Bellbrook/Sugarcreek, Centerville, Kettering Fairmont, and Kings Schools.

*Faux Artist*  
*Chez Francoise*

Worked with many Homearama builders, interior designers, and numerous clients to concept, develop, and complete faux art and mural projects to increase home values. \* Faux art course with Martin Alan Hirsch

Medical Office Manager  
*Bellbrook Psychiatric Services*

Designed office interiors, advertising, billing, accounting, patient/client relations, and IT. The small business started at one half day a week to a full time, fully staffed office; worth approx. \$500,000-\$750,000.

Production Manager  
*Universal Technology Corporation*

Manager of a group of six designers from concept to completion of presentation slide decks for Wright-Patterson Air Force Base and various clients.

Production Manager/Designer  
*Hafenbrack Graphic Design*

Internship to Graphic Designer to Production Manager. Managed all the agency design projects, including; POP displays, annual reports, branding, print and commercial medium, and new hires.

## Areas of Expertise

- Production Management
- Graphic Design
- Branding and Identity
- Concept Design
- Visual Storytelling
- Creative Strategy
- Creative Direction
- Creative Problem Solving
- Illustration
- Client Relations
- Sales
- Billing/Accounting
- Knowledge in Figma, Sketch, and Powerpoint

## Education

BFA in Graphic Design  
University of Dayton

MFA in Advertising,  
Art Direction. Storyboarding  
Academy of Art University

## Awards

Frontgate Frog Tank  
Third Place  
Product Design

Invention included an idea  
for small space living.  
A Frontgate quality  
sofa console that hid  
a table and four chairs.

Miami Valley Cable Council  
Arnie Awards  
Video creation and Video editing

A 30 minute claymation special using  
stop motion with a video camera.  
Edited with Miami Valley Cable Council  
editing suite. The video ran on MVCC  
television for many years.

## Volunteer

Habitat for Humanity

## Interests

Photography, Softball,  
Fitness, and my Jeep

## References

Morgan Decker  
Morgan.elizabeth713@gmail.com  
Co-worker at Frontgate I worked  
closely with for 3 years.

Sheldon Apo  
Shelos2@gmail.com  
I have taught with him for 14 years

Allison Kinney  
Ahkinney@gmail.com  
Co-worker in the Merchant department  
that I collaborated with on products.